



SEPTEMBER 26, 2022

INFORMATION ACTION

SUBJECT: PUBLIC EDUCATION AND OUTREACH BRIDGE CAMPAIGN OVERVIEW

Strategic Plan Priority Area: Child Health

Goal: All children thrive by achieving optimal health prenatal through age 5.

SUMMARY OF THE ISSUE

First 5 California's (F5CA) media and public relations contractor, Rescue Agency (Rescue), will provide an overview of the new bridge campaign, Dragon Song.

The presentation will include an overview of the strategic development process along with details of the media buy to showcase the new bridge campaign. Additionally, Rescue will share the creative assets developed for this campaign.

SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

In January 2022, Rescue provided an overview of media efforts to support F5CA's new North Star goal and promote the safe, stable, nurturing relationships and environments children ages 0 to 5 need to achieve healthy development.

The presentation included their approach to applying intentional, equitable communication strategies to reach California's parents and caregivers, especially hard-to-reach populations.

The Public Education and Outreach Advisory Committee provided input and direction on communication strategies, research plans and communications in 2022, and long-term vision to support F5CA's North Star goal through 2024.

ATTACHMENTS

None.